

UNITED STATES DEPARTMENT OF JUSTICE
Washington, D.C. 20530

EXHIBIT B

TO REGISTRATION STATEMENT
Under the Foreign Agents Registration Act
of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Ruder & Finn Incorporated	Israel Trade Commission

Check Appropriate Boxes:

- ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- ☒ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.
4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

An Extension of five (5) months on original contract, to establish a working program and tentative budget for coming year.


5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Please see letter of Agreement attached

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?^{1/} Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

NOT APPLICABLE

Date of Exhibit B	Name and Title	Signature
December 4, 1980	Abraham D. Peritz, Controller	

^{1/} Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

RUDER & FINN

October 22, 1980

GOVERNMENT OF ISRAEL TRADE CENTER RECEIVED	
OCT 27 '80	
No. 1365	
H	
S.A.	
K	
FILE	

Mr. Shmuel Ben-Tovim
Government of Israel Trade Commissioner
Empire State Building
350 5th Avenue
New York, New York 10001

Dear Shmuel:

Attached is the revised budget for your approval. I've deleted the cost of the envelopes as you requested for the mailer and have deducted the costs of metering the mailer as well.

There is only one small change in Miscellaneous items. This has been raised from \$500 to \$1,000 to include some budget for travel. A lot can be done by phone, but as we've seen, we do need to get together sometime to really get things done.

If you approve this budget, please sign one copy and return it to me. If you have any questions, please call.

Sincerely,

Joan K. Leavitt
Joan K. Leavitt

Attachment

S.B.

NOVEMBER 1, 1980 - MARCH 31, 1981

Design format, lay out masthead & prepare camera-ready copy	\$1,500.00	
Writing/proofreading copy	300.00	
Printing - 6 pages - 20,000	1,765.00	
Compile mailing list of 5,000 names/type labels	3,000.00	
Mailing costs (assembling, inserting into envelopes, seal, deliver to GITC for mailing.	500.00	
TOTAL	<u>\$7,065.00</u>	\$7,065.00

Design format, lay out masthead & prepare camera-ready copy	\$1,500.00	
Writing/proofreading copy	300.00	
Translation of copy into Hebrew	200.00	
Printing - 2,000 copies - 6 pages	<u>412.00</u>	
TOTAL	\$2,412.00	\$2,412.00

Does not include mailing costs which will be done by Ben-Tovim's office

OFFICE
S. B.

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3. NEWSLETTER - FOCUS WILL BE ISRAELI AUDIENCES

Design of Letterhead

\$ 500.00

Printing 24,000 letterheads (year's supply
based on 2,000 newsletter per month -

824.00

Prepare camera-ready copy \$260 per month
for 5 months

1,300.00

Printing text each month on letterhead and
next 3 pages on plain bond (\$194.00 per month)
for 5 months

970.00

Translation into Hebrew - \$170 per month
for 5 months

850.00

Research/writing (\$1,000 per month) for
5 months

5,000.00
\$9,444.00

\$9,444.00

This does not include addressing or mailing.
Newsletter to be delivered to Mr. Ben-Tovim's
office for mailing to Israel.

4. BUSINESS OPPORTUNITY PUBLICATION - 1 page
(for American audience - 1 per month)

Research & Writing - \$600.00 per month

\$3,000.00

Basic Format Design

250.00

Mechanicals & camera-ready copy - \$130.00
per month

650.00

Printing (1000 copies) - \$65.00 per month

325.00

Prepare mailing list (1000 names)
To be culled from American audience mailer list

400.00

Prepare for mailing - \$235.00

1,175.00
\$5,800.00

\$5,800.00

5. PRESS RELEASES

Writing/research

\$ 150.00

Typing/xeroxing - 100 copies

100.00

Prepare for mailing/addressing

118.00

per newsletter

\$ 368.00

4 releases

\$1,472.00

\$1,472.00

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6. MISCELLANEOUS

7. Ruder & Finn fee for consultation, press relations and editorial and planning conditioning - \$750.00 per month as of November 1, 1980	\$3,750.00	\$3,750.00
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11/5/80

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